

**Beyond the Book project:  
Bristol's Great Reading Adventure, survey questionnaire**

**January - March 2006**  
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Dear Reader,

We are conducting a short survey about reading and community reading events like "Bristol's Great Reading Adventure" as part of a project funded by the Arts and Humanities Research Council ([www.ahrc.ac.uk](http://www.ahrc.ac.uk)). Your participation is greatly appreciated! The survey will take approximately 20 minutes to complete, and, when you are finished, you simply need to push "submit" and your survey responses will be sent to us. As a thank you for your time and thoughts, and with your permission, your name will be entered into a draw for a £50 gift voucher from a book shop of your choice.

Our universities subscribe to ethical standards for conducting research and seek to protect the interests, comfort, and safety of those who participate in our research at all times. Any information that is obtained during this study will be confidential. Knowledge of your identity is not required, unless you want your name entered into the thank-you draw, and/or unless you provide us with the opportunity to speak with you further. The information collected in this survey will be held in a secure location at the researchers' universities. On the completion of our three-year study in 2008, data will be lodged in an electronic archive located in Oxford, which is managed by the Arts and Humanities Data Service ([www.ahds.ac.uk](http://www.ahds.ac.uk)), but only after the removal of any information that might identify individuals.

The information that we gather from this study will help us better understand why some people participate in book events and why others do not. We also hope to understand the role of reading in people's lives. This information will be beneficial not only to us and to the organisers of the community reading events like "Bristol's Great Reading Adventure" events, but also to policy makers, teachers, librarians, and to readers like yourself.

If you have concerns about this research, please contact Dr. Tony Davis, Assoc. VP of Research, Mount Saint Vincent University, Halifax, NS, Canada [phone number]. He is at arms-length from this research project.

The results of this study are available to you, upon its completion, by contacting us: DeNel Rehberg Sedo, [postal and email addresses] or Danielle Fuller, [postal and email addresses]

ON TO THE STUDY...

**Which of the following kinds of books do you read *most* for pleasure? (check as many as apply)**

Biography

History

Poetry

Humour

Classical Lit.

Sci. Fi, Fantasy, Horror

Plays

Mystery

Western

Romance

Cartoon

Contemporary Fiction

Young Adult

Theology

Self-help

Politics

Other fiction (please specify in box below)

Other non-fiction (please specify in box below)

**Which one do you *most* prefer? (Please tick only one response)**

Biography

History

Poetry

Humour

Classical Lit.

Sci. Fi, Fantasy, Horror

Plays

Mystery

Western

Romance

Cartoon

Contemporary Fiction

Young Adult

Theology

Self-help

Politics

Other fiction (please specify in box below)

Other non-fiction (please specify in box below)

**On average, how long do you usually read for pleasure in a typical week? (please check *only one* response)**

One hour or less

Two to five hours

Six to ten hours

More than ten hours

**What language/s do you read in? (check as many as apply)**

English

Spanish

French

Polish  
German  
Italian  
Hindi  
Arabic  
Other (please specify in box below)

**Do you read: (check as many as apply)**

Alone in a room  
Alone but with other people around me  
Out loud with others  
Other (please specify in box below)

**What role has reading played in your life? (feel free to write up to 250 words)**

**How do you usually choose the books you want to read? (check as many as apply)**

Friend's recommendations  
Family member's recommendations  
Work colleague's recommendations  
Richard and Judy's choices  
Prize winners  
I like the cover or jacket copy  
Book store recommendations  
School requirements  
Bestseller lists  
Favourite author  
Gifts from people  
Publisher's reading group guides  
Face-to-face book club recommendation  
On-line book club recommendation  
Magazine review (please specify which magazine or reviewer below)

TV show or personality (please specify which program or person below)

Radio show or personality (please specify which program or person below)

Web sites, blogs or reviews (please specify which below)

Newspaper sections or reviews (please specify which paper or person below)

Other (please specify below)

**From the following list select the *one method* that you use most often to choose the books you read. (please check only one response)**

Friend's recommendations  
Family member's recommendations  
Work colleague's recommendations  
Richard and Judy's choices  
Prize winners  
I like the cover or jacket copy  
Book store recommendations  
School requirements

Bestseller lists  
Favourite author  
Gifts from people  
Publisher's reading group guides  
Face-to-face book club recommendation  
On-line book club recommendation  
Magazine review (please specify which magazine or reviewer below)

TV show or personality (please specify which program or person below)

Radio show or personality (please specify which program or person below)

Web sites, blogs or reviews (please specify which below)

Newspaper sections or reviews (please specify which paper or person below)

Other (please specify below)

**Please explain why you choose your books most often in this way. (feel free to write up to 50 words)**

**Where do you usually get the books you read? (please check only one response)**

Chain bookseller  
Independent bookseller  
Library  
Borrow from friends/family  
As gifts  
Other (please specify below)

**In a typical year, how much money do you spend on books?**

Less than £10  
£11 - £25  
£26 - £50  
£51 - £75  
£76 - £100  
£101 - £200  
£201 - £300  
£301 - £400  
More than £400

**Are you in, or have you ever belonged to, a book club?**

Yes  
No

**If yes, is the book club one that meets in person, on-line, or have you been a member of both types of book club? I am a member of a:**

Face-to-face book club  
Virtual book club  
Both types of book clubs  
[Not applicable –not in survey, AE added later]

**Did you watch the BBC's "The Big Read"?**

Yes  
No

Some of them

**Did you read any of the BBC's "The Big Read" - Top 100 featured books as a result of the campaign?**

Yes

No

Some of them

**Did you watch the BBC's "Page Turners" television programme?**

Yes

No

Sometimes

**Did you read any of books selected for the BBC's "Page Turners" television programme?**

Yes

No

Sometimes

**Do you watch the Book Club slot on "The Oprah Winfrey Show" (Currently on ITV2)?**

Yes

No

Sometimes

**Do you participate in Oprah's online book discussions?**

Yes

No

**Do you participate in Oprah's Book Club by reading the choices?**

Yes

No

Sometimes

**Do you watch Channel 4's "Richard & Judy's Book Club"?**

Yes

No

Sometimes

**Are you an online member of Richard & Judy's Book Club?**

Yes

No

Sometimes

**Do you read Richard and Judy's featured book each week?**

Yes

No

Sometimes

**What other book-type program(s) do you listen to/watch/participate in?**

**Have you read this year's "Great Reading Adventure" selection, Around the World in 80 Days as a result of the GRA campaign?**

Yes

No

**Have you attended "Great Reading Adventure" events this year, or in past years?**

Yes

No (If no, skip to next section, question beginning for non-participants "Have you heard/read/seen...")

**If yes, what events did you attend?**

**What were your impressions of the event(s)? (feel free to write up to 50 words)**

**How did the event(s) influence your thoughts and/or feelings about the selected book, if at all? (feel free to write up to 250 words)**

**How do you find out about these events? (check as many as apply)**

Newspaper

Television

Radio

Internet

Library

Mailing list

Friends

Family

Work colleagues

Book club members

Flyer/poster

Other (please specify below)

**Have you visited the Great Reading Adventure website?**

Yes

No

**If yes, why did you visit the website? (check as many as apply)**

To learn about the book

to learn about the author

to learn about Great Reading Adventure special events

to access the discussion questions

to access similar books

to access book titles appropriate for the younger readers in my life

to access promotional material about Great Reading Adventure

to send feedback to Great Reading Adventure organizers

to access information about Great Reading Adventure sponsors

Other (Please Specify below)

**If you visited the Great Reading Adventure website, did you find it useful?**

Yes

No

Not applicable

**If yes or no - why or why not? (feel free to write up to 50 words)**

**In your opinion, what does the Great Reading Adventure achieve? (check as many as apply)**

I don't believe it achieves anything

Strengthens community bonds

Facilitates connection between readers  
Motivates people to read  
Encourages people to talk about books they are reading  
Encourages people to read books they wouldn't normally read  
Helps people meet new people  
Helps publishers sell books  
Promotes authors' works  
Provides intellectual enrichment  
Helps people articulate personal experiences  
Highlights regional and/or national authors  
Encourages non-readers to read  
Makes choosing a book to read easy for those who don't know what to read  
Enriches the private reading experience  
Other (please specify below)

**List the *main* reason you participated in the Great Reading Adventure**

I did not participate  
Strengthens community bonds  
Facilitates connection between readers  
Motivates people to read  
Encourages people to talk about books they are reading  
Encourages people to read books they wouldn't normally read  
Helps people meet new people  
Helps publishers sell books  
Promotes authors' works  
Provides intellectual enrichment  
Helps people articulate personal experiences  
Highlights regional and/or national authors  
Encourages non-readers to read  
Makes choosing a book to read easy for those who don't know what to read  
Enriches the private reading experience  
Other (please specify below)

**Did you attend the event/s alone or with others?**

Alone  
With someone else

**Did you meet anyone at any of the events with whom you keep in touch or with whom you plan to keep in touch?**

Yes  
No

**What type of book is the best choice for the Great Reading Adventure? Why? (feel free to write up to 50 words)**

**For non-participants: Have you heard/read/seen information about the Great Reading Adventure programme this year? (Participants: Skip to "What type of book events do you attend?")**

Yes  
No

**Why did you choose *not* to participate in the Great Reading Adventure this year? (Check as many as apply.)**

I haven't heard about it

Didn't like the book  
Didn't have the time  
Inconvenient locations  
I don't like talking about my reading experience  
I don't like the author  
Events didn't interest me  
I don't have the skills to talk about books with others  
Other (please specify below)

**What is *the top reason* you chose *not* to participate in the Great Reading Adventure this year? (please check only one response)**

I haven't heard about it  
Didn't like the book  
Didn't have the time  
Inconvenient locations  
I don't like talking about my reading experience  
I don't like the author  
Events didn't interest me  
I don't have the skills to talk about books with others  
Other (please specify below)

**What type of book events do you attend? (check as many as apply)**

I don't attend any type of public book events  
Author readings  
Hay-on-Wye Book Festival  
Bristol Dickens Society events  
Local library events  
Literature class  
Other (please specify below)

**Do you belong to any groups or clubs?**

Yes  
No  
If yes, type(s)?

**Sex?**

Female  
Male  
Transgendered  
Prefer not to answer  
None of the above  
(specify identification if you wish below)

**How would you describe your ethnicity?**

**Which area of Bristol (or surrounding area) do you live in?**

**Age?**



**Occupation?**

**Title?**

**Education level?**

No Secondary education  
Some Secondary education  
O Levels, CSEs , GCSEs or equivalent  
A Levels, NVQs or GNVQs or equivalent  
University/college degree  
Some post-graduate education  
Post-graduate degree

**How many people live in your household?**

Number of people in household  
How many are children under age 18?

**Do you consider yourself:**

lower class  
lower-middle class  
middle class  
upper-middle class  
upper class

**If necessary, can we contact you for clarification?**

Yes (enter your email address in the final box below)  
No

**As a token of our appreciation, we are offering the chance to win a gift certificate to a bookstore of your choice. Would you like your name to be put into the draw for a £50 gift certificate?**

Yes (enter your email address in the final box below)  
No  
(optional) telephone number?

**Email**